

Standard of Face to Face Fundraising Practice

The Standard of Face to Face Fundraising Practice provides practical guidelines and standards to Public Fundraising Regulatory Association (PFRA) & Fundraising Institute of New Zealand (FINZ) members on best practice for conducting face to face fundraising activities throughout New Zealand.

This standard must be read in context with FINZ's Codes of Fundraising Practice, including the Code of Ethics and Professional Conduct, the Fundraiser's Relationships with Donors and the PFRA and FINZ Complaints Process.

1. To whom does this standard apply?

- 1.1 This standard applies to PFRA & FINZ members. PFRA & FINZ can only monitor this standard and enforce it if necessary against a PFRA & FINZ member.
- 1.2 This standard does not replace nor override any law.
- 1.3 Every fundraiser working on behalf of an organisation must be given a copy of this standard (from section 6 Fundraisers Information Disclosures onwards), whether they are working directly for the organisation or whether they are employed by a PFO authorised to fundraise on behalf of an organisation.
- 1.4 This standard must be adhered to by all face to face fundraisers at all times.
- 1.5 It is mandatory for all organisations participating in face to face fundraising to be members of the PFRA.

2. Training

- 2.1 The quality and standards of fundraiser's work are subject to monitoring and review. An organisation must conduct a training programme on all items in this standard for a fundraiser.

2.2 Face to face fundraisers will receive initial and ongoing training from the NGO or PFO.

This must:

- a) Be at least half an hour in duration;
- b) Include all items described in this standard that an organisation must require of a fundraiser.

2.3 For the purposes of this section, a training programme may be conducted by an organisation as part of a general training programme for a face to face fundraiser and may include training at a public place.

3. Fundraiser Identification

3.1 Each organisation (PFO or NGO) must ensure appropriate background checks as to the suitability of their fundraisers to be representatives fundraising on the organisations behalf.

3.2 An organisation must require a fundraiser to clearly display to a donor:

- a) an authorised pledge form;
- b) a photographic name tag (within 5 working days of commencing employment) which identifies the fundraiser and the organisation's full name and must state the organisations authorisation to use a third party (if applicable). The full name of the third party is also required.
- c) Any mandatory identification requirements for a fundraising activity required by legislation, PFRA or the local governing body.

4. Organisation Identification

4.1 On the authorised pledge form required by this standard, an organisation must provide its:

- a) full name of the organisation;
- b) charity registration number if registered;
- c) full business address, telephone number;
- d) logo (if any).

5. Organisation information disclosures

5.1 An organisation must require a fundraiser to:

- a) show and explain to a donor the terms of a direct debit agreement on an authorised

pledge form;

- b) ensure that forms with personal details provided by donors/members are handled at all stages in a secure manner in accordance with the provisions of the Privacy Act 1993;
- c) provide clear information on any likely follow up procedure that is likely to be conducted by an organisation as a consequence of receipt of the donor's donation.

5.2 A disclosure statement will be printed on all pledge forms stating:

“**[charity name]** is a member of the face to face fundraising regulatory body - PFRA (Public Fundraising Regulatory Association). PFRA has calculated that on average its members cost per acquisition is approximately 20% of the average contribution. For information on our Code of Ethics go to www.pfra.org.nz

If the charity uses a third party agency to fundraise, then the following statement must be included:

“**[Agency name]** has been authorised by **[charity name]** to conduct fundraising activities.

6. Fundraiser information disclosures

All fundraisers should be aware of the following:

- 6.1 Upon request, a fundraiser must inform a donor verbally, or by using printed material supplied by the organisation they represent, the following information:
- a) the objectives of the organisation which the fundraiser represents;
 - b) the intended use of a donation;
 - c) that they are paid to speak with them and are not volunteers;
 - d) how their personal information will be used and stored in accordance with the provisions of the Privacy Act 1993.

Direct a Donor to the correct places (website or otherwise) to answer the following questions, if necessary:

- e) the capacity of the organisation that the fundraiser represents to use a donation for its intended use;
- f) the means to access an organisation's most recent financial statements or current annual report. All charities financial information must be easy to find on their website. Audited annual accounts must be available to view online;

- g) the means to apply to see their (the donors) records held by the organisation and challenge their accuracy;
 - h) the existence of the PFRA complaints processes on the PFRA website;
 - i) the existence of this PFRA and FINZ standard;
 - j) the existence or otherwise of the organisation's policy requiring that a donor's contact details not be exchanged, rented, or otherwise shared by the organisation with another person or body corporate without the express written consent of that donor, and that a fundraiser engaged by the organisation will comply with that policy;
 - k) confirm the NGO is a member of PFRA, and note if they (or their PFO where one is used) are a member, and if they have member's within FINZ.
- 6.2 An organisation must require provide a donor with a prompt answer to a question listed in this section 6.
- 6.3 A fundraiser may inform a donor under this section 6 verbally or by using printed or online material supplied by the organisation that they represent.

7. Professional conduct

- 7.1 An organisation must require a fundraiser whilst undertaking a face to face fundraising activity **not** to:
- a) obstruct or restrict a person from going about their lawful business, or unreasonably pressurise or harass them;
 - b) impede activities of commercial organisations in public places, fundraisers will comply with any reasonable requests of nearby businesses and local authorities.
 - c) inconvenience members of the public in public places in the vicinity of commercial organisations; ie. do not stand in front of doorways or prevent the flow of foot traffic;
 - d) behave whilst on duty in any way that might bring the organisation that they represent into disrepute;
 - e) confuse or mislead the public and never say, do, or display anything for which the fundraiser has not been given permission by the organisation;
 - f) fundraisers must not disparage any NGO or encourage the public to cancel their donations to any organisations;

- g) knowingly approach a person under the age of 18 with the intention of seeking a donation;
- h) seek a donation from a person if it is realised that a person lacks understanding of financial affairs, or has an obvious intellectual disability, seems frail or vulnerable. In this instance, then pledges will not be sought and the conversation should be politely but immediately ended;
- i) seek an individual's permission to enter their private residence under any circumstances;
- j) continue to seek a donation where a donor requests that they stop and end a conversation in a polite and respectful manner as soon as they are asked to;
- k) work in teams of less than two fundraisers if working door to door;
- l) wear uniform supplied by the organisation for the purposes of face to face fundraising whilst not engaged in a face to face fundraising activity;
- m) in any way denigrate the objectives of the organisation;
- n) disobey a site agreement entered into by the organisation;
- o) accept cash, property, or a personal gift from a donor;
- p) mislead a donor or allow a donor to be misled about any matter in the standard;
- q) state to a donor a cost to the organisation of conducting a face to face fundraising activity unless that cost is:
 - (i) factually accurate;
 - (ii) approved for public release by the organisation;
- r) seek a donation at a time or location other than that specified by the organisation or its representative;
- s) use promotional material other than that approved by the organisation.

7.2 FINZ's Codes of Fundraising Practice prohibits the use of percentage based remuneration. To avoid doubt, the organisation may remunerate a fundraiser using performance based measures, providing:

- a) a level of remuneration that a fundraiser may receive can be ascertained by the fundraiser prior to undertaking a face to face fundraising activity; and
- b) a level of remuneration that a face to face fundraiser may receive is not calculated on the basis of a percentage of a donation.

7.3 Any breach of section 7 of this standard constitutes professional misconduct by an organisation under PFRA and FINZ rules.

8. Compliance and management of complaints

- 8.1 Fundraisers and organisations must comply with PFRA & FINZ's Codes of Fundraising Practice and this standard and relevant legislation including the Fair Trading Act 1986 and the Privacy Act 1993.
- 8.2 Complaints concerning this standard or the conduct of a face to face fundraiser will be determined by the PFRA complaints process. www.pfra.org.nz .
- 8.3 An organisation expects a fundraiser not to engage in an activity whilst undertaking a face to face fundraising that reasonably appears to be a criminal offence, is in breach of an organisation's occupational health and safety policy, or would constitute professional misconduct under this standard.

9. Compliance with the PFRA rosters and rules

- 9.1 Fundraisers must adhere to the monthly schedule of sites allocated to their organisation and not use any of the 'stand down' sites unless it is an allocated day;
- 9.2 Organisations must give the other organisations at least four days notice of any days a site allocated, is available for another organisation to use otherwise the organisation will incur the site fee for the sites they do not use.
- 9.3 Fundraisers must adhere to the guidelines for numbers per PFRA site.
- 9.4 Fundraisers must adhere to the behaviours required under this standard and those dictated by the governing bodies in the fundraising area.
- 9.5 If any fundraising team does not comply with the items in section 9, the charity will:
 - 1. be named and shamed for a first offence on the roster email or other communication as appropriate.
 - 2. be stood down for one week nationally if they commit a second offence within a 3 month period.
 - 3. be stood down for two weeks nationally if they commit a third offence within a 3 month period.

The PFRA will determine other penalties, or make changes to the above penalties, as required.

Definitions

Company	means an entity incorporated under the New Zealand Companies Act 1993 and established for the purpose of profit.
Complaint	means a notice in writing sent by any person to PFRA & FINZ, by way of a completed PFRA & FINZ complaints form, concerning an alleged breach by a PFRA & FINZ member of any part of the PFRA & FINZ Principles and Standards of Fundraising Practice.
Donation	means a voluntary contribution by a donor of money, property, goods or services to an organisation for the purpose of furthering that organisation's objects. It does not include a sponsorship or community business partnership.
Donor	means an individual or other entity that makes a contribution of value to an organisation to further the organisation's objects. A donor includes prospective donors and an individual or entity that has previously made a donation. A donor does not include an individual or entity that engages with an organisation for the purpose of trade.
Face to Face Fundraising Activity	means an activity carried out by a person, company or organisation, whether for remuneration or as a volunteer, for the purpose of raising donations for an organisation by means of recruiting donors by seeking pledges for regular donations to an organisation in places or venues open to members of the public. This type of fundraising includes council owned property (i.e. public streets), business to business, door to door in residential areas and private venues (i.e. shopping centres)
FINZ	means Fundraising Institute of New Zealand
FINZ member	means a person or organisation who is registered as a FINZ member.
Fundraiser	means a person, company or organisation, who carries out activities, whether for remuneration or as a volunteer, for the purpose of raising donations for the objects of an organisation.
Fundraising Activity	means an activity carried out by a person, company or organisation, whether for remuneration or as a volunteer, for the purpose of raising funds for the object of an organisation.
NGO	means a non-governmental organisation
Objects	means the objective, purpose or cause, however so defined in an organisation's constituent documents.
Organisation	means an entity incorporated under either the Incorporated Societies Act 1908 or the Charitable Trusts Act 1957 and established for a purpose other than profit.
PFO	means professional fundraising organisation, also known as a third party agency

PFRA	means the Public Fundraising Regulatory Association
Professional Misconduct	means conduct by a PFRA & FINZ member that is a violation of the Codes and Standards of Fundraising Practice that has serious adverse consequences to a complainant or was committed intentionally by the fundraiser or both.
Promotional Material	means any material in connection with a donation, fundraising activity or an organisation whether in printed, electronic or verbal form made available by a fundraiser or organisation to any person.
Rosters	means the spreadsheet used listing all the suitable public places that can be allocated to organisations in any city. This is managed by the PFRA coordinator with the sites equally allocated to organisations wanting to fundraise in that particular city.
Site	means a public place owned by the council that has been authorised to be used as place for face to face fundraising.
Stand Down	means each site that is allocated as a potential fundraising site has rest days between allocated days, where no one is allowed to fundraise, to ensure that sites don't get overused.
Supplier	means a third party supplying goods or services for payment to a fundraiser and/or organisation.
Unsatisfactory Conduct	means conduct by a PFRA & FINZ member that is neglectful of the Codes and Standards of Fundraising Practice or that has minor adverse consequences to a complainant or both.
Volunteer	means a person who performs a service for an organisation without requiring compensation for performing the service.